



# 2024 QG100 ESG Mission

May 20th & 21st  
Brussels, Belgium

## QG100 Participating Members



Mélissa Berger  
Co-CEO  
**Berger**



Antoine Chagnon  
President and CEO  
**Lallemand**



Hugo D'Amours  
Vice President,  
Communications, Public  
Affairs and Sustainability  
**Cascades**



Virginie Guilbeault  
Executive Vice President  
and Shareholder  
**Vortex**



Noémie Julien  
Sustainable Development  
Director  
**CMAC-Thyssen Mining  
Group**



Martin Lapointe  
Chief Financial and  
Administrative Officer  
**Desgagnés**



Hugo Lauzière  
Director, Projects and  
Innovation  
**Morehouse Foods Canada**



Pierre-André Lebeuf  
Project manager -  
Sustainable development  
**SOPREMA**



David Lévesque  
Advisor, Sales and  
Organizational Strategies  
**Berger**



Karina Massicotte  
President, CEO and Owner  
**Morehouse Foods Canada**



Nancy Simoneau  
President  
**Groupe Simoneau**



Richard Voyer  
Executive Vice President and  
CEO, North America  
**SOPREMA**

## QG100 Network



Stéphanie Gaudette  
Vice President  
**QG100 Network**



Christelle Rey  
Programming and Content Director  
**QG100 Network**

## Description and biographies of QG100 members

### Mélissa Berger, Co-Chief Executive Officer

#### Berger



#### *On the right track for the future*

**Mélissa Berger** has a competitive streak in her blood, as her career amply demonstrates. After completing a degree in Operations Management at the HEC Montréal, including a semester at the EDHEC Business School in Lille, France, she developed outstanding expertise thanks to her Masters' Degree in Industrial Engineering at the École Polytechnique in Montréal, including one semester at the University of Hertfordshire in England.

#### *Experience with industry leaders*

Mélissa acquired solid experience in supply chain management while working for the L'Oréal group, both in New York and Montréal. Upon her return to Berger in 2009, she quickly familiarized herself with the management of our operations and peat resources. While holding these positions, she also oversaw the integration of Sun Land Garden Products into the company.

#### *New horizons*

Both dynamic and insightful, Mélissa is now Co-Chief Executive Officer. Her role is to ensure that the company's goals are achieved. One of the keys to accomplishing this mission is articulating a clear and mobilizing vision making it possible to reach new heights while ensuring the company's recognition. A world traveler, Mélissa loves to explore far from home, but loves her children and family above all. Keeping both in mind, she is always focused on the big picture.

**Berger** is a world leader in the production of high-quality horticultural mixtures. For more than 60 years, Berger's team of specialists has been committed to a personalized approach based on the specific needs of its customers. For professional producers, this means reliable supply, constant growth, predictable results, and above all, a trustworthy technical service.

**Antoine Chagnon, President and Chief Executive Officer**  
Lallemand



**Antoine Chagnon** was appointed President & CEO of Lallemand in January 2015, after having managed the yeast operations and the Bio-Ingredients business unit. Antoine initially joined in 2004 to manage a recently acquired yeast plant in Passau, Germany. Prior to joining Lallemand, Antoine worked at Audi AG in Ingolstadt and at Siemens AG in Munich.

Antoine holds an MBA from Columbia Business School, a master's degree in industrial engineering from Cornell University, and a bachelor's degree in mechanical engineering from McGill University

**Lallemand Inc.** is a privately held global company founded in Canada at the end of the 19th century, specializing in the development, production, and marketing of microorganisms and their derivatives. The company serves the baking, winemaking, distilling, ethanol, brewing, animal nutrition, dietary supplements, food, fermentation, pharmaceutical and agricultural industries. Lallemand currently has more than 5,000 employees located in over 50 countries on five continents.

## Hugo D'Amours, Vice-President, Communications, Public Affairs and Sustainability Cascades



A Beauce native, **Hugo D'Amours** has been Vice-President, Communications and Public Affairs, at Cascades since January 2013. He is responsible for the Corporation's internal and external communications and acts as a media spokesperson. Since 2016, he has also been in charge of sustainability and has been at the heart of the development and deployment of the company's strategy in this area.

Before joining Cascades, Hugo worked in the public sector for 15 years, where he acquired solid expertise in communications. He assumed the role of Advisor, Press Secretary and Director of Media Relations for the Québec Premier and, in addition, worked with other members of the National Assembly. He holds a Bachelor of Arts from the Université Laval and a Master of Public Administration from École Nationale d'administration publique. Hugo is very involved in the business community, sitting on the board of directors of several organizations active in various business sectors including Les produits du Québec, Quebec Manufacturers and Exporters and Forces Avenir.

Founded in 1964, **Cascades** produces, converts, and markets packaging and tissue products that are composed mainly of recycled fibres. The Company employs 11,000 employees, who work in close to 90 production units located in North America and Europe. With its management philosophy, half a century of experience in recycling, and continuous efforts in research and development as driving forces, Cascades continues to deliver the innovative products that customers have come to rely on.

**Virginie Guilbeault, Executive Vice President and Shareholder**  
Vortex



**Virginie Guilbeault** is the International Business Development Leader for Vortex Aquatic Structures International where she leads the overall growth and direction of the company's international markets and drives strategic alliances with key accounts and partners. She has over 10 years of management experience in various sectors including international sales, marketing, strategic partnership & key account management and project design consultation. Guilbeault holds an English Literature degree from Concordia University and a certificate of TV-Radio journalism from the Special Education School Promedia. She is also an active member of the Réseau des Femmes d'Affaires du Quebec.

**Vortex** introduced to the market a new and effective way for cities to provide aquatic recreation to their contingencies, known as Splashpads®. Vortex Splashpads® have been installed in thousands of parks throughout North America and have become one of the most popular amenities in recreation today. In 2006, Vortex began to diversify its product offering and customer groups by expanding to amusement parks and resorts. Today, Vortex has attained global recognition in the leisure and amusement industry and has successfully completed 6000 projects in over 25 countries. Over the last few years, Vortex has focused its international business development efforts in select countries to achieve market penetration and sustainability. The priority markets beyond the US and Canada include France, UK, Mexico, Australia, UAE and China. Although business activities continue in many other countries for Vortex, the strategy is to grow the selected markets to maintain a leadership position.

**Vortex's** use of the highest quality materials coupled with unique, inspiring design and state-of-the-art engineering, positioned the company as the world leader in aquatic play solutions. In addition to its operations in Montreal, Vortex has regional sales and technical support offices in Texas, California, Michigan, North Carolina; France: Lyon and Paris; Spain: Valencia; Denmark: Copenhagen; China: Shanghai; Germany: Hamburg. The company has a global marketing and distribution network supporting Europe, Asia, the Middle East, Australia, and Latin America. With over 6,500 installations in 45 countries, Vortex's mission is to lead the aquatic play industry by continuing to develop the most fun, innovative and safe products for families and children of all ages and abilities.



**Noémie Julien, Sustainable Development Director**  
CMAC-Thyssen Mining Group



**Noémie Julien** is the Sustainable Development Manager at the CMAC-Thyssen Mining Group. She has considerable experience in continuous improvement, system implementation and the development of new technologies.

During her studies, Noémie led international collaboration missions in Haiti and Peru to support local initiatives for the benefit of women and children. After graduating from the Université de Sherbrooke with a degree in civil engineering, she worked as an engineer for the consulting engineering firm Roche Ltd. in the municipal sector in Quebec City and Gaspé. She joined the

CMAC-Thyssen Group in 2012 and has been involved in the company's expansion by holding various technical and management positions.

Today, Ms. Julien, as Sustainable Development Manager, leads the CMAC-Thyssen Group's technology and ESG strategy. She works with the President and Executive Committee to define the company's vision and establish strategy, objectives and policies. Mother of two, involved and committed to the community at the cultural, social and sports levels, Ms. Julien is driven by a passion for human potential leading to the development of the collective good.

**CMAC-Thyssen Mining Group** is recognized worldwide, as a cutting-edge, world-class mining contractor and equipment manufacturer and supplier that offers a wide range of fully integrated services. They develop products and innovative solutions to meet the ever-changing needs of the mining industry in Canada and around the world. CMAC-Thyssen has the expertise, equipment, and manpower needed for all types of work related to the development and operation of a mine, and benefits from an impeccable reputation on the global stage. CMAC-Thyssen has approximately 1000 employees working on 15 mining sites across the globe.

**Martin Lapointe, Chief Financial and Administrative Officer**  
Desgagnés



**Martin Lapointe** is Groupe Desgagnés' Chief Financial & Administrative Officer since 2022. As part of his duties, he oversees all financial and administrative services, he plays a key role in managing the company's risks, carrying out strategic investment projects, negotiating major contracts and co-managing Desgagnés' digital transformation program. As a member of Desgagnés' management team, he also provides consulting services to the business units in all areas of his responsibilities and expertise. Mr. Lapointe chairs the Risk Management, Opportunities, Financing and Investment Committee.

Prior to joining the company, Mr. Lapointe acquired solid experience in corporate financing, mergers and acquisitions from Canada to Australia, as well as in various management positions in high-growth, international, public or private equity-backed companies. Mr. Lapointe holds a CPA designation (formerly CPA CA), a Chartered Business Valuator (CBV) designation and a Master of Business Administration (MBA).

**Groupe Desgagnés** is a Quebec conglomerate reputed for the excellence of its maritime and land operations. It is headquartered in Quebec City, with subsidiaries at major Canadian ports, in the Middle and Lower North Shore regions, and the Eastern Canadian Arctic. With its tankers, cargo vessels, passenger and cargo carriers, Ro/Ro, and tugboats, with its charter, ship repair, refloating, heavy machinery rental, and road transportation services, Groupe Desgagnés stands as a leader in merchant marine operations.

**Hugo Lauzière, Director of Projects and Innovation**  
Morehouse Foods Canada



Having worked in the company since 2019 as Director of Special Projects, **Hugo Lauzière** applies his expertise in improvement and optimization. His primary goal is to streamline the company's tasks and operations and support various departments as needed.

Through his innovative approach, Hugo ensures that the company's goals for reducing environmental impacts are met.

**Morehouse Foods Canada**, a leading North American manufacturer and distributor, specializes in mustards and sauces, offering both branded and private-label products. With roots dating back to 1898, our commitment to quality and innovation drives international expansion. Morehouse Canada was founded in 2000 to meet growing demand. The acquisition of Produits du Grec in 2016 expanded the product range, particularly in salad dressings, while our dedicated team remains focused on delivering high-quality, customizable products that consistently exceed expectations.

**Pierre-André Lebeuf, Sustainable Development Manager, Canada**  
SOPREMA



With a bachelor's degree in public communications from Université Laval and a master's degree in environmental management and sustainable development from the Université de Sherbrooke, **Pierre-André Lebeuf** is a Sustainable Development Manager for building materials manufacturer SOPREMA (Canada). He initiated the company's sustainable development approach, a transformation he has been leading since May 2018. In addition to being in charge of the quantification of impacts, Pierre-André contributes to the development of strategies and the implementation of projects focused on the reduction of greenhouse gas (GHG) emissions, waste reduction, product lifecycle analyses and the

integration of recycled content into products.

Since October 2022, Pierre-André has been teaching Sustainable Development (SD) and Corporate Social Responsibility (CSR) in the Master of Business Administration (MBA) and Bachelor of Environmental Studies programs at the Université de Sherbrooke. He is also a LEED Green Advisor.

**SOPREMA** is an international manufacturer specializing in the production of innovative products for waterproofing, insulation, soundproofing and vegetated solutions in the roofing, building envelope and civil engineering sectors. Founded in 1908 in Strasbourg, France, SOPREMA now operates in over 90 countries. SOPREMA North America employs around 500 people in seven manufacturing facilities and ten technical-sales support offices located throughout Canada, including the Research and Development Centre in Drummondville. Since beginning operations in Canada in 1978, SOPREMA has manufactured and installed millions of square meters of membranes. Each year, hundreds of building professionals choose SOPREMA for the quality of its products and the comprehensive service of its technical support team.

**David Lévesque, Advisor, Sales and Organizational Projects**  
Berger



**David Lévesque** is an Advisor in sales and organizational strategies. He completed a Bachelor's degree in Business Administration at Laval University. With his fourteen years of experience in the manufacturing industry, including five as part of the executive team, he has managed to leave his mark within a Quebec multinational manufacturing company through his vision of customer culture and his leadership style.

In recent years, he has been called upon to lead and nurture the evolution of customer culture, to develop winning work teams internationally in addition to ensuring sales growth and profitability.

Specializing in customer experience and business development, David advises **Berger** and collaborates with Quebec small and medium companies to increase their performance, notably through the design and management of strategic plans and the development of mobilization strategies.

**Karina Massicotte, President, Chief Executive Officer, Owner**  
[Morehouse Foods Canada](#)



An innovative leader, **Karina Massicotte** acquired Morehouse Foods Canada in 2019, after working there for 20 years as a financial controller and later as General Manager. Karina's vision and determination have enabled Morehouse Foods Canada to diversify and grow significantly in its sector (sauces, dressings, and condiments) not only in Quebec but across Canada and internationally.

A strong proponent of innovation, Karina is dedicated to the healthy development of every aspect of the organization, where the consumer is at the heart of business decisions. With a focus on reducing her company's environmental impact, she invested in revamping its processes during the construction of a new plant in 2023.

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**Nancy Simoneau, President**  
Groupe Simoneau



**Nancy Simoneau**, a woman of vision, heads up Groupe Simoneau, a manufacturer of industrial, institutional and commercial boilers. In 2001, she bought her father's service company and Thermodesign, an engineering firm, and worked with them to develop a patented, innovative boiler technology. In 2013, the group added a vast team of specialists called Servitech Énergie, making it possible to intervene at every stage of a boiler's life, and solidified the mobile boiler rental service offering. In 2016, Simoneau acquired Sterling Combustion Canada and in 2017 opened a service and sales center in the American Midwest. In 2018, it acquired Tremcour, a company offering professional preventive and predictive

camera inspection services. The company is one of Canada's leading designers and manufacturers of boilers exporting its innovative products to over 25 countries. Her dedication and passion earned Nancy Simoneau a silver medal in the provincial "Médailles de la Relève" competition for a successful business transfer. She was also President of the Table d'Action en Entrepreneuriat de la Montérégie from 2011 to 2018. Nancy received the 2016 Femme Entrepreneur, Grande Entreprise award from the Réseau des femmes d'affaires du Québec. She sits on a number of boards of directors. She is also an entrepreneur-coach at the École d'Entrepreneurship de Beauce. From May 2020-2023, Nancy was Co-Champion of the YPO program at London Business School with the challenge of redefining the program to focus more specifically on Entrepreneurs. In 2023, she accepted the same challenge, but with the younger generation of YNGs and still with the London Business School.

Located in the greater Montreal area, family-owned **Group Simoneau** has been designing and manufacturing industrial and commercial boilers since 1984, for a variety of sectors worldwide, including universities, hospitals, the food processing and pulp & paper industries, mines, municipalities and all other types of commercial buildings. Drawing on local know-how and experience, as well as the most innovative equipment manufacturers on the market, we provide a turnkey solution for power generation.

**Richard Voyer, Executive Vice President and Chief Executive Officer, North America**  
SOPREMA



With a PhD in chemistry and an MBA, **Richard Voyer** was appointed Executive Vice-President and CEO, of North America, in 2011, for multinational SOPREMA, a company specializing in the manufacture of waterproofing, insulation, vegetation and soundproofing products for the construction industry.

Under his leadership, the company has expanded into Canadian and U.S. markets, as well as China, Southeast Asia, Australia, the Middle East and Mexico. Thanks to his vision and leadership, Richard Voyer enabled SOPREMA to achieve significant growth by opening five new plants and acquiring six companies. He also participated in the purchase and development of Canada's largest building materials distributor.

Richard Voyer is well known not only in the business world, but also in the community for his commitment to causes close to his heart, such as family, the environment and education. The well-being of his employees is also a priority for him; at SOPREMA, the atmosphere within the company is one of family, where people feel appreciated and work as a team. His peers appreciate his openness, motivation and determination to go the extra mile.

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## The QG100 Network

The **QG100 Network** is a **private not-for-profit organization** whose mission is to contribute to fostering the growth of successful companies in Quebec by accelerating their sustainable development on a global scale. We are proud to represent 100 top multinational companies headquartered in the Province of Quebec and promote a **Network that fosters the tangible and confidential sharing of know-how.**

The QG100 Network is committed to sustainable business and has set an objective of carbon neutrality for our network by 2040. We are leading an ESG Mission to Europe, specifically to Brussels and Amsterdam, from May 20th to the 24th, to learn from Europe's leading institutions and companies. Our Mission includes 12 of our esteemed members who are keen to explore European policies, draw inspiration from the initiatives being undertaken globally, and engage in meaningful discussions.

### **Vision**

Contribute to the growth of Quebec's successful companies by accelerating their sustainable growth on a global scale.

### **Mission**

Promote knowledge-sharing between our member companies and strengthen their international competitiveness through useful support and solutions inspired by global best practices.

## QG100 Strengths

### Content-strong activities and events

World-class speakers at over 40-member events each year with over 1100 individual event registrations

### Impact on the entire management team

In addition to our CEO program, QG100 organizes focus groups, forums, roundtables and other programs for over 900 participants in our communities of practice

### Facilitate deeper collaboration among members

The network is free from competitors, fostering an environment where best practices and lessons learned can be openly shared

### A global focus

Peer-to-peer exchanges about concrete situations related to international trade

### Close relationships with a network of partners around the world

Privileged partnerships and engagement with international, federal and provincial organizations (World Economic Forum, Quebec's Ministère des Relations internationales et de la Francophonie, Global Affairs Canada, multiple Canadian Embassies and Quebec Delegations)

### ESG Programming

Forums, Roundtable discussions, internationally acclaimed speakers, professional education opportunities, Learning Mission to Europe (May '23, May '24)

### Our Carbon Footprint

QG100 tracks our carbon footprint for operations, events, and activities, offsetting our total emissions of 51 metric tons of CO<sub>2</sub> eq. in 2022-2023 with the [Boreal Carbon Company](#)

### The QG100 Network adopts green-house-gas reduction standards

Our annual survey notes that 51% of members assess their carbon footprint (vs. 30% in 2022) and 79% incorporate ESG factors into their company's strategy

**Stéphanie Gaudette, Vice-President**  
QG100 Network



**Stéphanie Gaudette** is an Industrial Engineer with a degree from Polytechnique and an MBA from HEC Montreal. She began her career in operations efficiency before her career trajectory quickly propelled her onto the international stage in Corporate Investment Banking. After a four-year stint in Europe, specifically in Paris with SOCGEN, she pivoted her career towards strategy consulting upon her return to Montreal. Subsequently, she transitioned into the Entertainment Industry, assuming the role of General Manager of Operations for the Cirque du Soleil Touring Show Division.

With a deep-seated passion for Quebec organizations, Ms. Gaudette leverages her skills and experience to serve **QG100** network members. In her current role as Vice President within QG100, Ms. Gaudette is responsible for mobilizing network members, managing partnerships, and overseeing membership recruitment. Her leadership is instrumental in nurturing relationships, fostering collaborations, and driving growth within the network.

**Christelle Rey, Director of Programming**  
QG100 Network



**Christelle Rey** has served as Director of Programming and Content for the QG100 Network since September 2020.

With over 20 years of experience in management, international business development and business networking, Christelle deeply understands the challenges of companies that aspire to grow internationally.

Christelle managed the Canadian subsidiary of Promosalons, a network that promotes and markets France-based international trade shows and conventions. In this role, she led a team and raised the profile of these international events among Canadian companies. During her years at HEC Montréal, she managed the National Bank business accelerator and helped over fifty entrepreneurs grow their businesses and develop internationally.

Christelle has a Master 2 degree from the KEDGE Business School with a specialization in International Business.

At **QG100**, Christelle oversees the yearly programming of events organized for the QG100 Network's member companies. She works closely with strategic advisors, the community of practice leads, member companies, and the entire local and international ecosystem to deliver a range of activities to both CEOs and executives. Thanks to this programming, QG100 members can draw from expertise and share opportunities to not only tackle their challenges of today but proactively address those of tomorrow.